

## **Listing of the Claims**

1 -18. (Cancelled)

19. (Currently amended) A computer-implemented method of returning customized information from a computer-readable storage medium database in response to requests about a specific tangible object having attributes, the method comprising:

receiving at a computer a first request from a first venue for information on the specific tangible object in inventory;

reading a representation of the tangible object from the computer-readable storage medium database, the representation including attributes of the specific tangible object;

~~applying a first rule associated with the first venue to the representation of the tangible object to generat[[e]]ing~~ a first view of the specific tangible object, wherein the first view is generated by applying a first rule associated with the first venue to the representation of the specific tangible object such that the first view include[[ing]]s only attributes in compliance with the first rule;

returning the first view to the first venue;

receiving at the computer a second request from a second venue for information on the specific tangible object;

~~applying a second rule associated with the second venue to the representation of the tangible object to generat[[e]]ing~~ a second view of the specific tangible object, wherein the second view is generated by applying a second rule associated with the second venue to the representation of the tangible object such that the second view include[[ing]]s only attributes in compliance with the second rule, and wherein the second view differs from the first view in that at least one attribute in the second view is not in the first view; and  
returning the second view to the second venue.

20. (Currently amended) The method of claim 19, further comprising:  
receiving at the computer attributes corresponding to the specific tangible object;  
and

storing attributes corresponding to the specific tangible object in the computer-readable storage medium database.

21. (Previously presented) The method of claim 19, wherein the specific tangible object is an automobile.

22. (Previously presented) The method of claim 19, wherein the venues are websites accessible by users at remote locations.

23. (Currently amended) The method of claim 19, wherein one of the attributes is an identifier and wherein the method further comprises:

receiving at the computer a third request from a third venue for information on tangible objects; and

generating a third view of the specific tangible object, wherein the third view is generated by applying a third rule associated with the third venue ~~to generate a third view,~~  
and wherein the third rule ~~exclud~~es from the third view the specific tangible object and all corresponding attributes based on the identifier.

24. (Previously presented) The method of claim 19, wherein one of the attributes includes first and second values,

wherein the first view includes the first value and excludes the second value in compliance with the first rule; and

wherein the second view includes the second value and excludes the first value in compliance with the second rule.

25. (Currently amended) A computer-implemented method of returning customized information from a database in response to requests about a specific tangible object having attributes, the method comprising:

storing a first attribute having first and second values in a database, the first attribute corresponding to the specific tangible object;

receiving at a computer a first request from a first venue for information on the specific tangible object in inventory;

~~applying a first rule associated with the first venue to a representation of the tangible object and associated attributes stored in the database stored on a computer readable storage medium to generat[[e]]ing~~ a first view of the specific tangible object, wherein the first view is generated by applying a first rule associated with the first venue to the representation of the tangible object and associated attributes stored in the database stored on a computer readable storage medium, and wherein the first view compris[[ing]]es the first attribute and include[[ing]]es the first value and exclud[[ing]]es the second value in compliance with the first rule;

returning the first view to the first venue;

receiving a second request from a second venue for information on the specific tangible object;

~~applying a second rule associated with the second venue to a representation of the tangible object and associated attributes stored in the database on the computer readable medium to generat[[e]]ing~~ a second view of the specific tangible object, wherein the second view is generated by applying a second rule associated with the second venue to a representation of the tangible object and associated attributes stored in the database on the computer readable medium, and wherein the second view compris[[ing]]es the first attribute and include[[ing]]es the second value, different from the first value, and exclud[[ing]]es the first value in compliance with the second rule; and

returning the second view to the second venue.

26. (Previously presented) The method of claim 25, further comprising:  
receiving at the computer attributes corresponding to the specific tangible object;  
and

storing attributes corresponding to the specific tangible object in the database.

27. (Previously presented) The method of claim 25, wherein the specific tangible object is an automobile.

28. (Previously presented) The method of claim 25, wherein the venues are websites accessible by users at remote locations.

29. (Currently amended) The method of claim 25, wherein one of the attributes is an identifier and wherein the method further comprises:

receiving at the computer a third request from a third venue for information on tangible objects in inventory; and

generating a third view of the specific tangible object, wherein the third view is generated by applying a third rule associated with the third venue to generate a third view, and wherein the third rule excludes from the third view the specific tangible object and all corresponding attributes based on the identifier.

30. (Previously presented) The method of claim 25, wherein the first view includes a second attribute in compliance with the first rule; and

wherein the second view includes a third attribute and excludes the second attribute in compliance with the second rule.

31. (Previously presented) The method of claim 25, wherein the first attribute is a price of the specific tangible object and the first and second values are different monetary values.

32. (Currently amended) A computer-implemented method of returning customized information from a database in response to requests about specific tangible objects having attributes, the method comprising:

receiving at a computer a first request from a first venue for information on the specific tangible objects in inventory and comprising attributes, wherein each specific tangible object includes an attribute having an identifier;

~~applying a first rule associated with the first venue to a representation of the tangible object and associated attributes stored in the database stored on a computer readable storage medium to generat[[e]]ing~~ a first view of the objects, wherein generating the first view comprises

selecting a first set of specific tangible objects from the objects in inventory for inclusion in the first view by applying a first rule associated with the first venue, wherein the first set of objects includes only those objects with identifiers that are in compliance with the first rule, and

selecting one or more attributes of the first set of objects by applying a second rule associated with the first venue, wherein only those attributes of the first set of objects conforming to the second rule are included in the first view;  
~~the first view including only those objects with identifiers that are in compliance with the first rule;~~

~~applying a second rule associated with the first venue to include in the first view only attributes of the objects in compliance with the second rule;~~

returning the first view to the first venue;

receiving at the computer a second request from a second venue for information on the objects;

~~applying third rule associated with the second venue to generat[[e]]ing~~ a second view of the specific tangible objects, wherein generating the second view comprises

selecting a second set of specific tangible objects from the objects in inventory for inclusion in the second view by applying a third rule associated with the second venue, wherein the second set of objects includes only those objects with identifiers that are in compliance with the third rule, and

selecting one or more attributes of the second set of objects for inclusion in the second view by applying a fourth rule associated with the second venue, wherein only those attributes of the second set of objects conforming to the fourth rule are included in the second view, and wherein  
~~the second view includeing only those objects with identifiers that are in compliance with the third rule such that the first view and second view include different objects;~~  
~~applying a fourth rule associated with the second venue to include in the second view only attributes of the objects in compliance with the fourth rule, such that the second view differs from the first view in that at least one attribute in the second view is not in the first view; and~~  
returning the second view to the second venue.

33. (Previously presented) The method of claim 32, further comprising:  
receiving attributes corresponding to the specific tangible objects; and  
storing attributes corresponding to the specific tangible objects in a database.

34. (Previously presented) The method of claim 32, wherein the specific tangible objects are automobiles.

35. (Previously presented) The method of claim 32, wherein the venues are websites accessible by users at remote locations.

36. (Canceled).

37. (Currently amended) The method of claim 32, wherein generating the first view further compris[[ing]]es:

applying a fifth rule associated with the first venue, wherein the fifth rule causes the first view to include in the first view only values of attributes of the objects in the first set of objects that are in compliance with the fifth rule; and

applying a sixth rule associated with the second venue, wherein the sixth rule causes the second view to include in the second view only values of attributes of the objects in the second set of objects that are in compliance with the sixth rule, such that the second view includes attribute values different from the first view.